

DETAILED ACTION

This action is responsive to the Request for Continued Examination filed May 24, 2010 and the interview on August 11, 2010. Claims 1, 4-10, 19, 20, 23-29, and 38 were pending. Claims 1, 4-10, 19, 20, 23-29, and 38 are allowed.

Continued Examination Under 37 CFR 1.114

A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on May 24, 2010 has been entered.

Information Disclosure Statement

The information disclosure statement filed June 18, 2010 has been considered by the Examiner except where lined through. References AV, AW, AY, AZ, BK, BO, BR, BU, BV, BW, BX, BY, BZ, CA, CB, CC, CD, and CE were not considered by the Examiner since no references with the cited titles were submitted.

EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Leonard Linardakis on August 11, 2010.

The application has been amended as follows:

In the following amended Abstract, insertions are noted by underlining, and deletions are noted by double brackets and strikethrough.

Abstract

The tracking of ad selections (such as ad clicks for example), and/or rich levels of ad performance may be facilitated by encoding one or more ad properties in a click URL of the ad. An intermediate URL server may be used to decode such ad properties when the ad is selected. Ad properties may include ~~[[one or more of]]~~ an identity of the ad; an identity of the advertiser; ~~[[a time the ad was served; a time the ad was rendered; a rendering attribute of the ad; a position of the ad within a Web page; a price that the advertiser will be charged for the impression; a price that the advertiser will be charged for a click; a price that the advertiser will be charged for a conversion; an identity of the server that chose the ad; search conditions that generated the page with which the ad was rendered; a next intermediate URL; a final destination URL; an identity of the ad creative; a topic of the content with which the ad was served; an identity of the content with which the ad was served; a geolocation to which the ad was served;]]~~ and/or [[user profile information of the user to which the ad was served;]] various other ad serving parameters~~[[,-etc]]~~.

REASONS FOR ALLOWANCE

The following is an examiner's statement of reasons for allowance:

The prior art of record fails to teach neither singly nor in combination, the claimed limitations of "encoding, with a computer system including at least one computer, ad properties of an ad and including the encoded ad properties in a click URL, wherein the encoded ad properties include all of (A) a topic or concept associated with a Web page with which the ad was served, (B) a time the ad was served or rendered, (C) information about other ads that were rendered along with the ad, (D) a geolocation to which the ad was served, (E) an identity of a server that chose the ad, and (F) a digital signature generated based on the other ad properties included in the click URL." as stated in claims 1, 10, 20, and 29. These limitations, in conjunction with other limitations in the independent claims, are not specifically disclosed or remotely suggested in the prior art of record. A review of claims 1, 4-10, 19, 20, 23-29, and 38 indicated claims 1, 4-10, 19, 20, 23-29, and 38 are allowable over the prior art of record.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Brian J. Gillis whose telephone number is (571)272-7952. The examiner can normally be reached on M-F 7:30-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Wing F. Chan can be reached on 571-272-7493. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Brian J. Gillis
Examiner
Art Unit 2441

/B. J. G./
Examiner, Art Unit 2441
8/11/2010
/Larry Donaghue/
Primary Examiner, Art Unit 2454